

I'm a musician and singer/songwriter. I have been active in the music industry as an independent for roughly 25 years. My major focus at this point is children's music, but I have written and do write more mainstream "consumer-friendly" material, as well.

I served as a radio announcer from 1982-1988. I also worked as a radio promotions executive for a few years before 1991.

I am an unsigned musician that records, masters and markets my music independently. I often do my own engineering, as well.

I'm finishing an album of children's music that I intend to market to the safety education niche.

I have written hundreds of songs in my lifetime, many of which are now listed under my BMI membership. Many of my songs have been used in local cable broadcasts and safety education videos.

I have personally sent recorded material to local radio stations. I started doing this in the early 1980's. It has been my experience that they are always receptive to the material, but rarely take any action on it.

I have heard my music most often played on noncommercial (NPR, college, high school) radio stations. Some of these stations have offered "showcase" programs for local artists.

At this stage in my career, I'm gearing mainly toward a niche market, so I doubt very seriously that my songs are "radio-friendly." However, I do intend to release additional material that has been written, or new material that will surely come in the future. It would be great if I could see some activity -- at least in the local radio market.

I, among others in my community, do NOT feel that radio serves the local music community. It has not served the local music community for many years. The advent of deregulation changed all of that.

Yes, I think it important the the FCC define local programming, with some requirements on the amount of material provided to the local market each week.

The local radio station management and program directors should have the decision on what is appropriate in the local market. Corporate, non-local, ownership is starting to dissuade many listeners from their stations. Local musicians are rapidly becoming frustrated with what they are hearing, as well. In my market, it is not uncommon for musician message boards to have comments such as "I never listen to the radio anymore" or "Every radio station is playing the same old garbage" or "when are they going to play something different -- something like what the local market likes to hear?"

The FCC should be able to state the amount of material that is required by local stations (i.e. four hours weekly, or "1/2 hour a week provided during typical listening hours (not 2:00 a.m. Sunday morning)."

Local programming can include local human interest features, documentaries on the activities of local musicians, school sports and music activities, local releases by the musician community, discussions on local concerns, etc.

It would be great to hear more "interviews" with local musicians -- with focus on their latest music.

Involvement in sponsoring community events should not be counted toward local requirements. Many stations do this in an effort to increase their market share, anyway. It doesn't provide additional programming for local interests.

I know that "gifting" is a common way of "introducing" new material to program directors and radio executives. It seems common practice by labels (small and large) to provide "incentive items" to at least get the new material into the hands of the radio station music/program directors.

I don't know that this is common among local and independent artists, though. Many of these simply provide a promotional package with CD tracks for the stations to consider.

I think that an artist or label SHOULD be able to purchase advertising time to promote their product, if it is within their means. If a beer company, or a toothpaste company, can purchase advertising time, why not a music merchandiser? I believe that the space purchased should be "limited" to traditional time slots, however. An ad that lasts more than 60 seconds is a bit tiresome for the consumer, in my opinion.

I don't think front and back announcing should be "paid for." It's a shame that the listener doesn't know who the artists are most of the time, anyway. There used to be a time when every song/artist name was provided. Now it is not uncommon for an artist's song to be played many times during the day with absolutely no identification. How does this help the "so called failing" music industry promote and market its product? It is a pity that the artists are not being recognized, both nationally and locally.

I do NOT accept or appreciate voice-tracking practices. This does not serve the local community, the local job-market for industry professionals, or the local advertisers.

I don't know what the FCC should do about it, but I do know that I don't appreciate it.

National playlists are starting to annoy listeners and advertisers. Corporate takeover of local radio stations is eventually going to kill the industry. This is simply my opinion.

The FCC should require minimum standards for local programming and playlists. Local content should be included in this standard.

I think that local "low power" stations are a great service to the communities that they serve. They offer opportunities for local musicians to put their music into the market on a small scale, but this often can proliferate through word-of-mouth and viral marketing techniques.

I like LPFM stations and believe that we should see more of these... especially in over-populated areas.

I do appreciate the opportunity to speak my voice about concerns for local broadcasting practices. In my opinion, radio station ownership should

listen more closely to the desires of their local markets. There is apathy among listeners in many communities, but the stations themselves seem powerless to change. Perhaps the FCC can help regulate this.

Once again, thank you for offering this opportunity.